

BETTE DAVIS

THE GIRL FROM 'BORDERTOWN'



AND 'OF HUMAN BONDAGE' IN



THE FIRST STARRING SHOW ALL HER OWN-



**The GIRL from
10th AVENUE**

A First National Picture with IAN HUNTER • COLIN CLIVE • ALISON SKIPWORTH • JOHN ELDREDGE

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WARNER BROS.' CAMPAIGN PLAN

THE ANGLE

Not much need to remind you of the sensation-making press and patron plaudits for Bette Davis' brilliant work in 'Bordertown' and 'Of Human Bondage' - and how close she came to winning the Academy acting award for it. Acclaim like that demands but one answer and this is it... **BETTE DAVIS** in a *starring picture* of her own!



CAST OF CHARACTERS

Miriam Brady	Bette Davis
Geoffrey Sherwood	Ian Hunter
Marland	Colin Clive
Mrs. Martin	Alison Skipworth
Hugh Brown	John Eldredge
Tony Hewlett	Phillip Reed
Valentine	Katherine Alexander
Miss Mansfield	Helen Jerome Eddy
Clerk	Gordon Elliott
Marcel	Adrian Rosley
Max	Andre Cheron
Art Clerk	Edward McWade

BIOGRAPHIES

Bette Davis

Bette Davis was born in Boston, Mass., and attended Cushing Academy. Her dramatic career began at school and was continued several years later in New York City where she first attended the John Murray Anderson School of the Drama and later played with the Provincetown Players.

She played on Broadway with Richard Bennett.

Her first screen success was with George Arliss in "The Man Who Played God."

Her most recent pictures include "Bordertown," "Of Human Bondage," and "Housewife."

Ian Hunter

Ian Hunter was born in Kenilworth, near Capetown, South Africa, on June 13, 1900. He was educated at Grahamstown, Cape Colony, at St. Andrews College.

After serving in the World War, he went on the stage in London where he was a success.

He came to America to take the part of "Theseus" in the Warner Bros. production, "A Midsummer Night's Dream. He was then immediately signed to play the leading role opposite Bette Davis in "The Girl From 10th Avenue."

Colin Clive

Colin Clive, although the scion of a long line of distinguished Englishmen, was born in St. Malo, France. His father is a Colonel in the British Army. Lord Clive, who subjugated India, is a direct ancestor.

Colin Clive attended Sandhurst, the Royal Military College of England which corresponds to West Point, with the expectation of becoming an army officer. A broken knee ended his idea of an army career, however, and he turned his attention to the stage.

His pictures include "The Right to Live," "Lily Christine," "Frankenstein," and "Journey's End."

THE STORY

Valentine French is being wed to a wealthy old relic who has neither brains nor beauty. In the curious crowd about the church door reels red-eyed Geoffrey Sherwood, a brilliant young society lawyer, ditched by Valentine, who has been trying to drown his misery. A spunky shop girl, Miriam Brady, overhears two plain clothesmen identify Sherwood as "the ditched lover" who may make trouble. She induces Sherwood to leave before the police pick him up.

Steering Sherwood into a French cafe, Miriam tries to sober and console him. Miriam is argued into sticking with Sherwood and next morning they awaken to discover that they have been married. Miriam offers to return the license and walk out on him. Sherwood, in his cups, pleads with her to stick until he can forget his old life.

In a Greenwich Village apartment, Miriam salvages the wreckage of the once-society lawyer. Two

chums finally located him and try to draw him back to their circle and to Valentine. Sherwood curtly dismisses them all. Valentine, tiring of her wealthy old fossil, calls on Sherwood at his office. Miriam accidentally meets Valentine's husband who warns her of Sherwood's danger, informing her that Valentine has separated from him.

Miriam fights to hold her man by attempting a talk with Valentine, who won't see her. However she finally contrives to see her at a luncheon party and in a battle of wits and ritzing, Miriam lures Valentine to hurl a grapefruit at her. The newspapers headline it. Sherwood comes home furious and begins packing up. Miriam again battling hard, refuses to be walked out upon by a man with the heart of a gigolo and walks out on him.

Sherwood goes to see Valentine, but she suggests that Marland has settled a cool million on her, he sees her shallowness and returns to Miriam.

PRODUCTION STAFF

Director	Alfred E. Green
Adaptation and Screen Play by.....	Charles Kenyon
From the Play by.....	Hubert Henry Davies
Photography by	James Van Trees
Film Editor	Owen Marks
Gowns by	Orry-Kelly
Musical Director	Leo F. Forbstein

OFFICIAL BILLING

BETTE DAVIS	80%
in	
"THE GIRL FROM 10th AVENUE"	100%
with	
Ian Hunter — Colin Clive	50%
Alison Skipworth — John Eldredge	50%
Directed by Alfred E. Green	20%
A First National	40%
Productions Corporation	5%
Picture	25%



Alison Skipworth

Alison Skipworth is a veteran of both the stage and screen, having played in hundreds of plays on Broadway and in stock, as well as in scores of screen productions.

She was born in London, and having a fine contralto voice was engaged as Marie Temple's understudy in "The Artist's Model." Daniel Frohman saw her in the operetta and signed her as the prima donna at the old Broadway Theatre.

Her most recent picture is the First National production, "The Girl From 10th Avenue."

John Eldredge

John Eldredge was born in San Francisco, his grandparents having come to the West Coast at the time of the Gold Rush in '49.

He was educated at the University of California and in his senior year was offered a role with a professional troupe playing comic opera in Oakland, California.

He made a hit on Broadway. He has appeared in "The Man With Two Faces," "The Goose and the Gander," "Flirtation Walk," "Oil For The Lamps of China."

Eldredge has an important role in "The Girl From 10th Avenue."



"TAKE MY ADVICE, GIRLS... DON'T LET YOUR MAN RUN OUT ON YOU! WHEN HE'S READY TO GO—THROW HIM OUT!"

The man-handling beauty of "Bordertown" shows you how it's done by an expert, in this story of a blue-blood who picked his bride from across the tracks!

bette davis

in her first big star part—a great picture all her own—

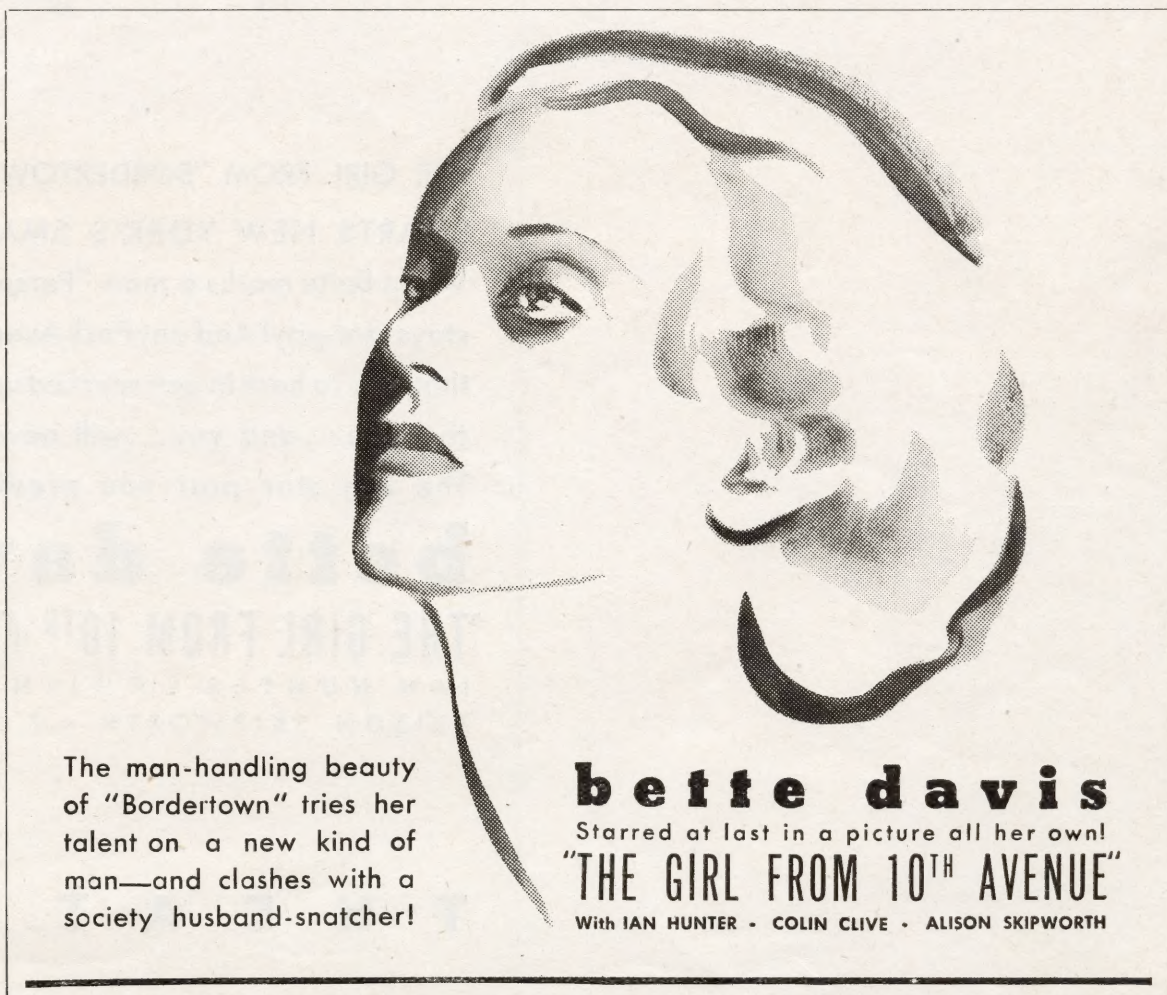
"THE GIRL FROM 10TH AVENUE"

With IAN HUNTER • COLIN CLIVE • ALISON SKIPWORTH

A First National Picture

468 Lines

Mat No. 26—40c



The man-handling beauty of "Bordertown" tries her talent on a new kind of man—and clashes with a society husband-snatcher!

bette davis

Starred at last in a picture all her own!

"THE GIRL FROM 10TH AVENUE"

With IAN HUNTER • COLIN CLIVE • ALISON SKIPWORTH

210 Lines

Mat No. 27—30c

"You've got wealth, class, position. But, sister, I've got what it takes. Take him away from me—If You Know How!"



The man-handling beauty of "Bordertown" investigates the love-life of the upper classes!

bette davis

"THE GIRL FROM 10TH AVENUE"
IAN HUNTER • COLIN CLIVE
and ALISON SKIPWORTH

315 Lines

Mat No. 11—30c

THE GIRL FROM "BORDERTOWN" OUT-SMARTS NEW YORK'S SMART SET! When Bette marks a man "Personal"...he stays that way! And any Park Avenue dame that tries to horn in gets marked up in a way that she...and you...will never forget! The big star part you predicted for

bette davis

"THE GIRL FROM 10TH AVENUE"

IAN HUNTER • COLIN CLIVE
ALISON SKIPWORTH • 7 OTHERS

T H E A T R E



A First
National
Picture

225 Lines

Mat No. 12—30c

THE MAN-TAMER OF "BORDER-TOWN" SHOWS A SOCIETY DAME WHAT IT TAKES TO HOLD A MAN!

Champagne at midnight! A wedding ring at dawn! And then a battle royal between East Side and West Side, as the bride from across the tracks clashes with a Park Avenue husband-snatcher!



bette davis

in her first sensational starring picture—

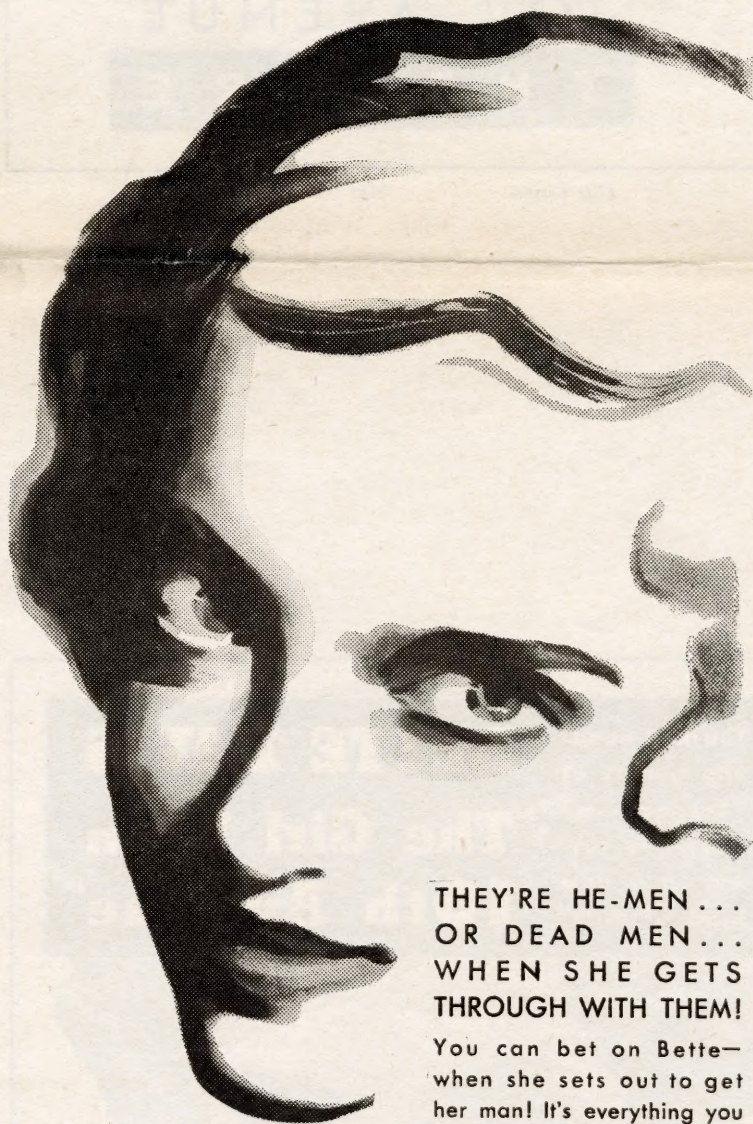
"THE GIRL FROM 10TH AVENUE"

With IAN HUNTER • COLIN CLIVE
and ALISON SKIPWORTH

A First
National
Picture

260 Lines

Mat No. 13—20c



THEY'RE HE-MEN...
OR DEAD MEN...
WHEN SHE GETS
THROUGH WITH THEM!

You can bet on Bette—
when she sets out to get
her man! It's everything you
expected of her in her first
great starring chance!

bette davis

the girl from "Bordertown", in

"THE GIRL FROM 10TH AVENUE"

With Ian Hunter • Colin Clive
Alison Skipworth • 7 Others
A First National Picture

220 Lines

Mat No. 14—20c



See Bette bring into action every little thing she learned about men in "Of Human Bondage" and "Bordertown"...to battle a society husband-snatcher for the playboy she had marked as her own!

Bette Davis

in the big part you predicted for her—
"THE GIRL FROM 10TH AVENUE"
With IAN HUNTER · COLIN CLIVE
ALISON SKIPWORTH · 7 Others

THEATRE

420 Lines

Mat No. 15—40c



The hell-cat of "Bordertown" and "Of Human Bondage" clashes with a society husband-snatcher!

BETTE DAVIS
in the big star part you predicted for her—

"THE GIRL FROM 10TH AVENUE"

T H E A T R E

136 Lines

Mat No. 16—20c

The man-handling beauty of "Bordertown" tries her talent on a new kind of man!

BETTE DAVIS
"The Girl From 10th Avenue"



With
IAN HUNTER
COLIN CLIVE
and ALISON SKIPWORTH

112 Lines

Mat No. 18—20c

T H E A T R E

The man-handling beauty of "Bordertown" investigates the love-life of the upper classes . . . in the big star part you predicted for her!

BETTE DAVIS
in
"The Girl From 10th Avenue"
IAN HUNTER • COLIN CLIVE
and ALISON SKIPWORTH



170 Lines

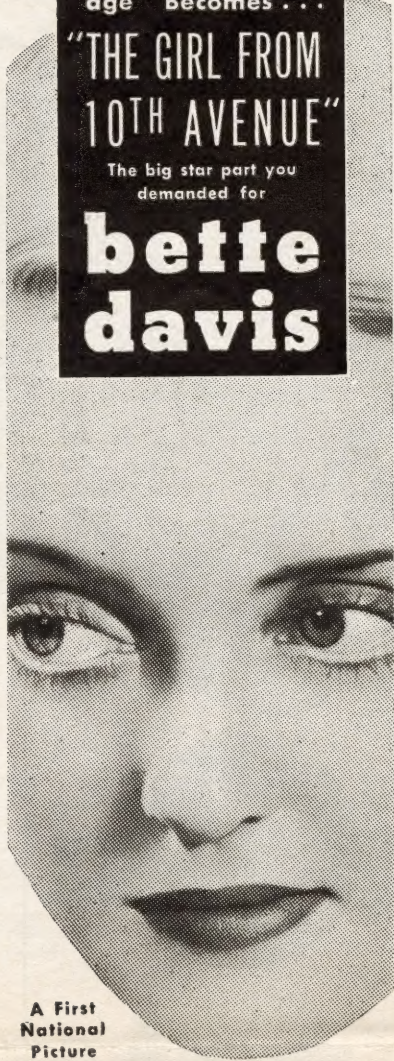
Mat No. 17—20c

The Girl From
"Bordertown" and
"Of Human Bond-
age" Becomes . . .

**"THE GIRL FROM
10TH AVENUE"**

The big star part you
demanded for

**bette
davis**



A First
National
Picture

T H E A T R E

90 Lines Mat No. 19—10c



The man-handling beauty
of "Bordertown" tries her
talent on a new kind of man!

**B E T T E
D A V I S**

in
**"The Girl From
10th Avenue"**

74 Lines Mat No. 20—10c



THE MAN-HAN-
DLING BEAUTY
OF "BORDER-
TOWN" TRIES
HER TALENT
ON A NEW
KIND OF MAN!

B E T T E
DAVIS

**"The Girl From
10th Avenue"**

45 Lines Mat No. 21—10c

THE MAN-TAMER OF "BORDER-
TOWN" SHOWS A SOCIETY DAME
WHAT IT TAKES TO HOLD A MAN!

**B E T T E
D A V I S**

**"The Girl From
10th Avenue"**

With IAN HUNTER
COLIN CLIVE and ALISON
SKIPWORTH . . . 7 OTHERS

32 Lines Mat No. 22—10c



THE MAN-TAMER OF "BORDER-
TOWN" SHOWS A SOCIETY DAME
WHAT IT TAKES TO HOLD A MAN!

bette davis

in her first sensational starring picture—
**"THE GIRL FROM
10TH AVENUE"**

A First National Picture

56 Lines Mat No. 23—20c

THE GIRL FROM "BORDERTOWN" OUT-
SMARTS NEW YORK'S SMART SET!

bette davis

"THE GIRL FROM 10TH AVENUE"

IAN HUNTER . COLIN CLIVE
ALISON SKIPWORTH . 7 OTHERS

16 Lines Mat No. 24—10c

THE GIRL FROM "BORDERTOWN" OUT-
SMARTS NEW YORK'S SMART SET!

bette davis

"THE GIRL FROM 10TH AVENUE"

IAN HUNTER . COLIN CLIVE
ALISON SKIPWORTH . 7 OTHERS



56 Lines Mat No. 25—20c

Bette Davis In New Film Drama Coming To Strand

Bette Davis, cast at last in a role in which she will be loved instead of hated by her audiences, is coming to the Theatre on in the First National picture "The Girl From 10th Avenue," a screen drama based on the sensational stage play by Hubert Henry Davies.

Miss Davis' work in "Of Human Bondage" established her as one of the screen's outstanding emotional actresses. Opposite Paul Muni in "Bordertown," she added to her prestige. Now she has a part in which there is not only ample opportunity for her to display the dramatic ability for which she is famed but to which she can bring her fine, if seldom recognized, talent as a comedienne.

Supporting Miss Davis are two brilliant English stage and screen stars, Ian Hunter and Colin Clive. Others in the cast are Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander, Helen Jerome Eddy, Gordon Elliott, Adrian Rosley, Andre Cheron and Edward McWade.

"The Girl From 10th Avenue" relates the adventures of a young shop girl who marries a society derelict at a cocktail party and then makes a man of him despite his addiction to drink, wild women and foolish friends.

Ian Hunter was brought to this country to play the part of Theseus in Warner Bros.' "Midsummer Night's Dream," and was immediately engaged to play the role opposite Miss Davis. Colin Clive has the role of an old rake who marries Katherine Alexander, who portrays a married and flirtatious gold digger who don't care how many lives she ruins to further her own ends. Alfred E. Green directed from the screen play by Charles Kenyon.

Bette's 'Heart'



Ian Hunter (above) heralded as one of England's handsomest screen stars, is Bette Davis' heart interest in her first big starring picture her fans have asked for, "The Girl From 10th Avenue," now playing at the Theatre.

Mat No. 4-10c

Actress Ends Smoking Habit by Crocheting

To cure the smoking habit, Bette Davis recommends crocheting a bedspread!

Bette explained this strange remedy during the production of her latest First National picture, "The Girl From 10th Avenue," which comes to the Theatre on

Bette Davis has always preferred talking to her associates or visitors on the set, to reading or knitting.

"I was beginning to smoke too much," says Bette, who is conservative about such times. "So I began this spread just to have something to do with my hands. When I'm crocheting an intricate pattern, you see, I can't keep reaching for a cigarette."

She Gets Her Man



Bette Davis (above) was the man wrecker in "Bordertown" and "Of Human Bondage." Now, she makes a man of a society derelict in "The Girl From 10th Avenue," the First National picture which will open at the Theatre on Mat No. 7-20c

Only Comedian Can Play Hamlet Actress Declares

"One cannot play even Hamlet without having a sense of comedy!" That's the surprising declaration of one of the screen's most popular comediennes, whose years on both stage and screen entitle her to the voice of authority.

She is Alison Skipworth, who has a leading role in "The Girl From 10th Avenue," which comes to the Theatre on

"Hamlet was so crazy that no actor can play him without being able to laugh at the type and character," she explained. "Otherwise he would go mad himself."

"Another thing that's true about comedians is little realized. Every good comic has a deep sense of tragedy. Without it they would not have the deep feeling by which they can make comedy of little things."

"The Girl From 10th Avenue" is Miss Skipworth's fifth comedy role in as many months. The picture concerns the unusual adventures of a shop girl who accidentally marries a society derelict, and then makes a man of him.

Bette Davis heads the cast which also includes Ian Hunter, Colin Clive, Miss Skipworth, John Eldredge, Phillip Reed, Katherine Alexander and Helen Jerome Eddy.

Green Believes In Enthusiasm On Production

A director must be enthusiastic about his picture, and transmit his enthusiasm to his players, according to Alfred E. Green, one of Hollywood's most successful motion picture directors. The effectiveness of his theory was seen every day in the shooting of "The Girl From 10th Avenue," the production now showing at the Theatre.

"Every scene in this story is exceptionally interesting," said Director Green.

"Every one is full of meaning, and that's just what we've got to put into the film."

The picture is a tense drama with touches of unusual comedy based on the famous stage play by Hubert Henry Davies. It concerns the adventures of a shop girl who marries a society derelict, and then makes a man of him, despite his addiction to drink and a worthless married woman who had jilted him.

Bette Davis heads the cast which includes Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander and Helen Jerome Eddy.

English Actor Gives High Praise To Bette Davis

"Bette Davis amazed all England with her perfect performance in 'Of Human Bondage.'"

That is the report of one of London's favorite leading men, Ian Hunter, who is playing opposite Bette in her latest starring production, "The Girl From 10th Avenue," now showing at the Theatre.

"The English public naturally places Somerset Maugham on a high pedestal," Hunter explained, "and 'Of Human Bondage' was one of his finest and best selling books. When we read that Hollywood was making a picture based on the book we did not believe there was an American girl—on either stage or screen—who could do that role."

"But Bette Davis proved to the satisfaction of every English reader and screen lover that she could. She was perfect, both in the cockney speech and cockney manner, yet, I understand, Miss Davis never has been in England."

"I am indeed fortunate to have my first Hollywood leading role opposite her. It's a lucky break for me."

Supporting Miss Davis and Hunter in "The Girl From 10th Avenue," are Colin Clive, Alison Skipworth, John Eldredge, Katherine Alexander and Phillip Reed.

Arkansas Girl Now Screen Star In Smart Film

Katherine Alexander, in private life Mrs. William A. Brady, Jr., never went to high school, never attended a dramatic school, nor were her parents of the stage. Yet she was rated one of Broadway's finest leading ladies up to the time she went to Hollywood.

This actress, who has an important role in "The Girl From 10th Avenue," the First National production which comes to the Theatre on, was born on an Arkansas plantation, where she earned her first dollar picking potatoes. She played in stock for three years in Detroit, and had a leading role in "Chains," a Broadway hit of 1925.

"The Girl From 10th Avenue" is based on the big stage hit by Hubert Henry Davies and combines powerful drama with rare comedy. The cast includes Bette Davis, Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed, Miss Alexander and Helen Jerome Eddy.

'Girl From 10th Avenue' Will Open At Strand Today

"The Girl From 10th Avenue," a First National picture with Bette Davis in the stellar role, comes to the Theatre today.

Miss Davis' part is far more sympathetic than the one she played in "Of Human Bondage," but it is anything but a sweet girly-girly role. She portrays a 10th Avenue shop girl who marries a drunken society man following a champagne party. He had gone to the dogs when jilted by a gold digger. Bette makes a man of him and is smart enough to separate him from the woman he formerly loved, and who had married a rich relic for his money, thinking that she could continue to flirt with the man of her choice.

The picture is a tense drama with some rare touches of humor. It has an all star cast to support Miss Davis, including Ian Hunter, who plays opposite Bette and Colin Clive, long known on both stage and screen.

Others in the cast are Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander, Helen Jerome Eddy, Gordon Elliott, Adrian Rosley, Andre Cheron and Edward McWade.

Alfred E. Green directed.

Bette Davis' Home Has White Fence To Guide Friends

Bette Davis, First National star, lives in the only house on Franklin Avenue in Hollywood with a low white fence around it.

"The fence isn't to keep people out," she says. "On the contrary, it's to help them get in!"

Her explanation of this unusual remark is that her house is just like every other house in a row of several blocks, brown shingled, covered with vines. After she moved in, she spent several hectic weeks trying to explain to her friends just where she lived, and then solved the problem by having the fence built.

"Dark house, white fence," explains Bette. "Now all I have to do is say 'the house with the white fence' and everybody finds it with no trouble at all."

"The Girl From 10th Avenue" is based on the powerful and successful stage play by Hubert Henry Davies and is the story of a spunky shop girl who rescues a brilliant society man from ruin.

There is an all star cast which includes, beside Miss Davis, Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander and Helen Jerome Eddy. Alfred E. Green directed the picture from the screen play by Charles Kenyon.

(Review)

Bette Davis Has Smash Hit In New Drama At Strand

Bette Davis was the "Bordertown" girl who murdered her husband because she wanted his partner. She was "Mildred" in "Of Human Bondage" and made the biggest hit of the screen year in the role of the Cockney girl who did not hesitate to kill a soul.

BETTE
DAVIS
Star of
"The Girl
From 10th
Avenue"
Mat No. 6
10c



Last night she was "The Girl From Tenth Avenue," the First National picture which had its local premiere at the Theatre and will probably rise to even greater stellar heights when the amazing insight and power of characterization she brings to this picture is realized.

Bette has no "goody-goody" type in this picture. She is not the heartless wanton of "Of Human Bondage," or the sensual female of "Bordertown." In "The Girl From 10th Avenue" she is a little shop girl of no particular morals who goes to a cocktail party and marries the dissolute scion of an aristocratic family. But she quits the party game and sticks to her husband, and, despite his drunkenness and his love for a married gold-digger who had jilted him, she makes a man of him.

The picture, while unlike either "Of Human Bondage" or "Bordertown," gives Miss Davis an opportunity for one of the dramatic portrayals for which she has become noted. It is the first film in which she stars alone and she makes the most of it.

Ian Hunter, who was brought from England to play a part in "A Midsummer Night's Dream," has the part of the husband, and plays it remarkably well. Colin Clive is the elderly husband of the gold-digger, a role portrayed with real skill by Katherine Alexander. Both Hunter and Clive are finished artists, and turn in the kind of work the public expects from them.

Alison Skipworth, long a stage star, scores in a comedy role as a dowager ex-actress who teaches Bette Davis the tricks of the trade.

Others who do excellent work are John Eldredge, Phillip Reed, Helen Jerome Eddy, Gordon Elliott, Adrian Rosley, Andre Cheron and Edward McWade.

Alfred E. Green, one of First National's ace directors, has caught the spirit of the story which was taken from a famous and sensational stage production written by Hubert Henry Davies. Charles Kenyon wrote the screen adaptation.

Lessons In Love



Bette Davis, shown above with Alison Skipworth and Ian Hunter, demonstrates how the man snatcher of "Bordertown" wins her man in "The Girl From 10th Avenue," her first big starring role. The film is the current attraction at the Theatre.

Mat No. 8-20c

Bette Davis Favorite of Fans for Acting Honors

Star of "The Girl From 10th Avenue" Acclaimed by Public For Academy Award

The place Bette Davis holds in the hearts of motion picture fans, despite the fact that all her outstanding screen successes have been in unsympathetic roles, was responsible for one of the most remarkable demonstrations in the history of the industry early this year.

Miss Davis had had the leading feminine role in "Of Human Bondage," opposite Leslie Howard, taking the part of the girl who held a soul in slavery and used it as a toy. The character was thoroughly detestable, but was so magnificently acted that it was unforgettable.

Then came the preliminary announcement of honors to be given by the motion picture industry to its outstanding artists. Bette Davis was not named among the ten players who had contributed the most outstanding characterizations for 1934. The industry, including Warner Bros., with whom she had a contract, heard the news and forgot it. But not the fans! Such an avalanche of protest came from them that the Academy of Motion Picture Arts and Science, for the first time in its history, reopened the election, and called for "write-in" nominations from fans.

Bette Davis, who is coming to the Theatre on in the First National drama, "The Girl From Tenth Avenue," received the greatest number of write-in votes and, much to her own delight was given honorable mention by the Academy.

Bette's admirers, however, continued to express their disappointment. They believed her's to have been the outstanding performance of the year and said so, in thousands of letters from all over the

nation. Then Miss Davis was given the role opposite Paul Muni in "Bordertown," and again both press and public acclaimed her. She was the cheating wife of a saloon keeper, who cheerfully murdered her husband to gratify her desires. Nevertheless, she again captured her audiences.

Now, she has a role that, while anything but "namby-pamby," at least carries the sympathy of the audience. In "The Girl From 10th Avenue," Miss Davis portrays a shop girl who married a society derelict at the end of a cocktail party and who finally makes a man of him, despite his addiction to drink and the machinations of a married gold digger whom he thought he loved.

The screen drama is based on a successful stage play by Hubert Henry Davies and is not only thrilling, but funny. Supporting Miss Davis are the noted English stage and film favorites Ian Hunter and Colin Clive, and the cast includes Alison Skipworth, John Eldredge, Katherine Alexander and Phillip Reed.

Alfred E. Green directed from the screen play by Charles Kenyon.

New Film Scenes Shot In Quaint Greenwich Village

Bette Davis Makes Man of Society Derelict In "Girl From 10th Avenue"

"Greenwich Village apartments of today are surprising contrasts of drab exteriors hiding within their walls beautifully modernistic interiors," commented John Hughes, First National Art Director, following a recent exploration trip to the noted New York art center.

"From tastefully furnished rooms, the traditional romantic couples of the village look out upon lovely patio gardens which one is amazed to find hidden in the rear of ancient red brick fronts and fading wooden walls," he continued.

IAN HUNTER in "The Girl From 10th Avenue" at the Theatre. Mat No. 5 10c



"Greenwich Village, while very old, has supplied some very excellent new ideas for motion picture sets, and likewise for American home builders, who find many new ideas on the screen."

Bette Davis and Ian Hunter, the latter a newcomer from the London stage, are the romantic couple who will be seen in this newest of Greenwich Village apartments in their romantic comedy, "The Girl From 10th Avenue," the First National production which comes to the Theatre on The living room of their apartment is filled with interesting details of both design and furnishings.

The most noticeable feature architecturally is an immense bay window, which ends in a widely curved corner at one end, and a contrasting, double-angled, square corner on the other. A capacious window seat, room enough for half a dozen visitors, fills its sunny length.

A fireplace of black marble is set off by edging of bright chromium strips, two tall white porcelain cats occupying the space of andirons when the fireplace is not in use. The

whole flanked by two black marble, fluted pedestals, topped by white plaster busts.

The wallpaper color's lively vibration will give screen sparkle. That is accomplished by a design worth copying by home owners. The paper is soft blue background, criss-crossed by darker blue lines of varying widths.

The furnishings, which are noticeable to any keen-eyed homemaker, explain themselves.

The picture is a tense drama with touches of rare comedy based on the famous stage play by Hubert Henry Davies. It concerns the unusual adventures of a shop girl who accidentally marries a society derelict, and then makes a man of him, despite his addiction to drink and a worthless married woman who had jilted him.

Bette Davis heads the cast which also includes Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander and Helen Jerome Eddy. Alfred E. Green directed the production from the screen play by Charles Kenyon.

Bette Davis Prefers Strange Roles

Bette Davis, one screen actress who prefers to play the roles of unconventional women, such as the shop girl who rescued a society man bent on ruin in the First National picture, "The Girl From 10th Avenue," which comes to the Theatre on One of her favorite recreations is going trout fishing in the High Sierras.

IT'S NEW and DIFFERENT

Actors Quitting Cocktail Parties Says Bette Davis

"Hollywood is being made over," declared Bette Davis.

"The new trend," said the star of the First National production, "The Girl From 10th Avenue," which comes to the Theatre on, "is to intellectual gatherings.

"Hollywood's romantic affairs have been given an undue amount of printed space.

"Since the influx of so many of the finest actors, writers, theatre producers and directors in recent years from New York, London and the Continent, brilliant people predominate today in Hollywood's social life," Miss Davis continued. In the past, Hollywood has lacked social leadership.

"An excellent sample of the out-moded Hollywood party was my very first one. It was in honor of a newly married actress, and her husband. During the evening I went upstairs and found the bridal couple seated together on a bed, with a woman movie columnist opposite, poised pencil and notepad on her knee. She was asking the blushing couple all about their future plans—and if they thought they would love each other for more than a year in Hollywood?"

"Today instead of a mob around a cocktail bar, a few people gather who are both interesting talkers and excellent listeners. Or you will find small groups gathered at the home of an eminent musician and director to see special showings of motion pictures in his own auditorium. Many of the most delightful social affairs revolve around a brief but brilliant play presented on the intimate stage of a private home.

"A more intelligent, more vital, Hollywood social life is developing. Such a social life is both creative and inspiring while at the same time it is supremely interesting."

"The Girl From 10th Avenue" is a story of a spunky shop girl who rescues a derelict, though brilliant, society man from the gutter, after he has been jilted by a gold digger looking only for the millions of a man many times her age.

Miss Davis heads the cast, which includes Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed and Katherine Alexander.

At The Strand



Her fans made her a star, and now Bette Davis (above), famed man breaker, of "Of Human Bondage," becomes a man maker in her first stellar vehicle, "The Girl From 10th Avenue," now showing at the Theatre. Mat No. 8—10c

How They Got to Hollywood



BETTE DAVIS now starring in "The Girl from 10th Avenue," wanted to be a nurse but the sight of blood changed her mind ... next she took up dancing ... later she became a life-saver at a beach resort ... then dramatic school ... stock ... stage ... and Hollywood! She won world acclaim in "Of Human Bondage" and "Bordertown"



IAN HUNTER was born in St. Malo, France ... trained to be an army officer at Royal Military Academy in England. A broken knee prevented active service and stage and screen offered a living. He became a London favorite overnight.

These players are featured in First National's, "The Girl From 10th Avenue" now showing at the Theatre. Mat No. 11—20c

Bette Davis Bases Her Film Work on Fan Mail

Star of "The Girl From 10th Avenue" Is Guided by Judgment of Public

Bette Davis, who has the leading role in the First National production, "The Girl From Tenth Avenue," which comes to the theatre, on, is one of the few motion picture stars who reads all of her fan mail.

Usually by the time an actress gets to the high place that Bette occupies in the films, her mail has reached such a tremendous peak that it requires a battery of assistants to take care of it.

Bette gets scores, sometimes hundreds, of letters every day. With the help of a single assistant, who is also a close personal friend, she takes care of it all herself.

Bette opens the letters and those that are simple requests for photographs are turned over to her friend. The rest are carefully read.

More than three years ago, when Bette, just beginning the First National contract that was to take her to stardom and fame, was comparatively new to pictures, this business of fan mail surprised her most.

A lot of water has gone under the bridge since that day. Bette has gone places, cinematically speaking, but still takes their likes and dislikes into consideration whenever she plays a new role.

"Not so very long ago I felt that my career had struck a rut," she said. "I was being given good parts, and big parts — but they didn't seem to express what I wanted to be as an actress. So I begged to be allowed to do 'Mildred' in 'Of Human Bondage'."

"I knew that 'Mildred' could either make me or break me. It all depended on the fans. You know what Mildred was—a nasty, mean, thoroughly unsympathetic little Cockney girl. It would be the first time any heroine had ever been depicted as all black, with no redeeming quality, on the screen.

"I awaited the verdict of my fans with fear and trembling."

She was rewarded with more acclaim from critics than has been given any other role in the history of the movies.

"The fans were wonderful," Bette says simply. "I have watched very closely to note their reactions, particularly since the release of 'Bordertown,' in which I had an-

other meaty, but unsympathetic role with Paul Muni. And I have discovered that the fans really understand what I'm trying to do!"

"Far from blaming me for my departure from the 'straight and narrow' path of the conventional heroine, they seem to admire the nerve it took to branch out for myself."

"One writer, typical of many others, expressed it by saying that he was conscious of two characters, the real me and the girl I played in 'Bordertown,' and that they were so opposite that he could separate them and judge them as if we were two different individuals. Well, when the public can do that, I take off my hat to them as regular guys and swell critics!"

In "The Girl From 10th Avenue," she once more has a chance to do one of her vivid, not-so-nice characterizations, but this time, she says, the girl will be more sympathetic and charming.

That, believes Bette, after such completely awful creatures as the 'Mildred' of 'Human Bondage' and the wife in 'Bordertown,' will be a distinct change, and to her fans, she hopes, a welcome one.

"The Girl From 10th Avenue," is a story of a spunky shop girl who rescues a derelict, though brilliant, society man from the gutter, after he has been jilted by a butterfly looking only for the millions of a man many times her age.

Bette Davis heads the cast, which also includes Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed and Katherine Alexander.

Alfred E. Green directed the production from the screen play by Charles Kenyon, based on the play by Hubert Henry Davies.

[Special For Woman's Page]

Bette Davis' Beach Costumes Deserve Place In The Sun



Mat No. 1—20c

By Laura Benham

Summer time is vacation time—and whether you're planning a trip to Bermuda, a cruise to the Mediterranean or only a week-end in the lake-country nearby, you'll want a beach costume of this type for your hours on the sand.

For Bette Davis, lovely First National star whose latest picture, "The Girl From Tenth Avenue" opens at the Theatre on has impeccable taste in clothes.

There's a bright, gaily colored plaid halter top with a V-neck in front and pert bow at the back of the neck. The shorts are trimly tailored with a double row of buttons down the front and a decorative braid stripe down each side. And there's a matching coat, too, of the same rough natural linen that fashions the shorts.

With this costume, Miss Davis wears a broad-brimmed, protective hat of cellophane straw and open strap sandals. And in her own opinion, this is the perfect playtime costume.

"For hours of relaxation and

Clive Goes Fishing Catches Poison Ivy

Colin Clive spent a week-end fishing from Sespe Creek, north of Fillmore, California, with friends. All he brought back with him was poison ivy blisters. He appeared on the set of "The Girl From 10th Avenue," the First National picture, now showing at the Theatre, with the back of his right hand nearly raw from the poisoning. Bette Davis is the star.

Chews 14 Sticks Of Gum At One Time

Alfred E. Green, who directed Bette Davis in the First National production, "The Girl From 10th Avenue," now showing at the Theatre, set a new gum chewing record.

He chewed 14 sticks of gum at one time.

British Actor Born In South Africa

Ian Hunter, London leading man playing opposite Bette Davis in the First National picture, "The Girl From 10th Avenue," now showing at the Theatre, was born in Capetown, South Africa. As a lad he went swimming in the Indian Ocean, where he said "it was warm enough to stay in all day" and then motored a scant 12 miles across the Cape of Good Hope "for a cold shower in the Atlantic, where it's always frigid.

Clive and Hunter Meet in Films

Ian Hunter, known as "the hand-somest man on the London stage," before First National brought him to Hollywood, had a reunion on the set of his Bette Davis co-starring picture, "The Girl From 10th Avenue," with Colin Clive. The two actors were on the stage together frequently in England.

Bette Davis Wears Peasant Clothes

Peasant clothes for daytime. Bette Davis wears 'em in her new First National picture, "The Girl From 10th Avenue," now showing at the Theatre. There's one with a gathered skirt, laced bodice, shawl collar and puffed sleeves, while another has a skirt that's shorter than usual and underneath it no less than six taffeta petticoats — and does she rustle!

Actress Defends Stars Who Build Expensive Homes

When screen stars build luxurious homes and buy expensive motor cars, it's all right with Bette Davis.

"Most of them have been poor and struggling players," declared the star of "The Girl From 10th Avenue," the First National picture in which she will open at the Theatre on

"All their lives they have dreamed of the day when they could have nice things and live in roomy and comfortable homes, instead of trunks, hotel and hall rooms," Bette continued. "They have longed to provide comfort and pleasure for parents or relatives who have struggled with them.

"Most of us started in lowly and ill paid jobs. Many of us have been in shows which failed to pay us even our salaries. We have had to walk out of towns where shows went broke.

"All this time there has been before us the financial rewards of those great stage figures who have won success. The big house and the auto are the fulfillment of dreams."

"The Girl From 10th Avenue" is based on the powerful and successful stage play by Hubert Henry Davies. It has an all star cast which includes Miss Davis, Ian Hunter, Colin Clive, Alison Skipworth, John Eldredge, Phillip Reed, Katherine Alexander, and Helen Jerome Eddy. Alfred E. Green directed the picture from the screen play by Charles Kenyon.

Stage Comedienne With Bette Davis

Alison Skipworth, grand old comedienne of the stage, has a comedy role in "The Girl From 10th Avenue," Bette Davis' new starring vehicle, which comes to the Theatre on

"I almost killed myself rushing from one studio to the other," she growled, "but I was determined to do this role. You see the trouble is I was working on a picture at another studio at the same time."

Director Names New Carnation For Star

A beautiful new carnation, hybridized by Director Alfred E. Green on his 1,500 acre Puente Valley ranch, was named "The Bette Davis," in honor of the First National star whom Green is directing in the romantic story, "The Girl From 10th Avenue," now showing at the Theatre. The bloom, one of several developed by Green, is a lovely raspberry shade, streaked with a deeper red, and exquisitely ruffled. Miss Davis was presented with a bouquet of the new blooms, and also a half a dozen of the "Bette Davis" plants for her Hollywood hillside garden.

Bette Davis Wins Popular Award

Bette Davis, who has the stellar role in the First National production, "The Girl From 10th Avenue," which comes to the Theatre on, has the distinction of being the first and only screen star to force the Academy of Motion Picture Arts to change a procedure of ten years standing.

Her legion of fans so vigorously protested the Academy's failure to nominate her for 1934 acting honors that the Academy made a shift to permit the write-in of additional names. Miss Davis won the largest number of write-in ballots when the election was held.

[Special For Woman's Page]

Blondes Must Protect Skin From Sun, Says Bette Davis



Mat No. 2—20c

By Laura Benham

California is famous for two things—its sunshine and its movie stars. But unfortunately, the two don't always mix—especially if the movie star is of the delicate, peaches-and-cream variety like Bette Davis, petite First National star whose latest picture, "The Girl From Tenth Avenue" opens at the Theatre on

"The sun is a brunette's best friend and she can enjoy it from the moment it rises until it sets, if she likes," observed Miss Davis. "But most of us blondes have to count the seconds we spend in its healthful rays. Instead of acquiring a lovely golden-skin like our brunette sisters, we receive painful burns.

"Therefore, as one spends so much time out of doors in California, I've evolved a protective method with which I protect my skin at all times that I'm going to be out in the sun.

"First, I cleanse my face thoroughly, of course. And then I apply a thin, very thin, film of cleansing cream. Over this, I pat a good heavy coating of cream foundation, smoothing it well into my skin. A good dusting of powder

follows—and a touch of rouge.

"But one of the most important things about this protective make-up is that it is not applied to the face alone, but to my neck, chest, back, arms, shoulders, legs and feet. Not one inch of skin do I leave bare to the sun.

"Not only for reasons of comfort, but because of the even more important reasons of beauty do I find this protection necessary. For if skin is burned too often, or too much, there is always the possibility that it will not peel properly and that permanent marks will be left. No girl in pictures can afford to take such a chance."

YOUR SHORT PROGRAM by Vitaphone

'IN THIS CORNER' with PICK & PAT and ROSCOE ATES—"Broadway Brevity." Musical comedy with cast of stars from stage and radio.

(19 Minutes—No. 9111)

FREDDY MARTIN AND HIS ORCH.—"Melody Master." Music makers of night club fame supported by top-notch specialty performers.

(10 Minutes—No. 9910)

'REMEMBER THE MAINE' — 'See America First.' High spots of this historical episode interestingly presented by E. M. Newman with dialogue by John B. Kennedy.

(10 Minutes—No. 9510)

SHEMP HOWARD and ROSCOE ATES in 'WHY PAY RENT' — "Big V Comedy." Ace comics in two reels of hilarity.

(20 Minutes—No. 9203)

HAL LEROY in 'MAIN ST. FOLLIES' —"Broadway Brevity." Dancing star of stage and screen in a fast moving musical comedy.

(20 Minutes—No. 9118)

'BUDDY'S LOST WORLD' —"Looney Tunes." Buddy's adventures in seeking the Lost World.

(7 Minutes—No. 9707)

3-Day Star-Guessing Game

In this contest, newspaper readers guess star names from descriptions given. It's easy-solving, requires little work . . . making it the kind of contest editors tell us they want. Be sure to delete answers from contest box. For three illustrations, order mat No. 10—20c.

First Day



GUESS THE STARS

1. What star won screen fame in "Scarface" . . . is a fine amateur violinist . . . starred in "The World Changes" and "Bordertown" . . . his latest characterization is that of a coal miner in "Black Fury."

(PAUL MUNI)

2. What star was born in Canada . . . won success as tap dancer in New York night club . . . married the creator of the 'mammy song' . . . seen with Dick Powell in musicals . . . with husband in "Go Into Your Dance."

(RUBY KEELER)

3. What star was first seen in "Gentlemen of the Press" . . . best-dressed woman in Hollywood . . . star of "House on 56th Street" . . . was born in Oklahoma City . . . was social secretary to Mrs. W. K. Vanderbilt.

(KAY FRANCIS)

4. What star was born Fullerton in New York City . . . studied at Sorbonne in Paris . . . met John Drinkwater at sea and toured in his "Bird In Hand" in this country . . . played Jen Shaw in "As the Earth Turns."

(JEAN MUIR)

Play Bette Davis Game and Win Theatre Tickets

Here's a new game for motion picture fans.

It was invented by Bette Davis during a Hollywood party given to celebrate her first starring picture "The Girl From Tenth Avenue" which is coming to the Theatre on . . .

Bette's fellow guests enjoyed it so much that it has become quite the rage, and film fans everywhere are playing it.

Now the . . . (newspaper) introduces it to you, and will reward all players who develop skill enough to win.

It is easy enough, too, if you know your stars, and the prizes are surely interesting—two tickets to the . . . theatre to see Miss Davis in "The Girl From Tenth Avenue," in the kind of role the public demanded for her.

In developing the Bette Davis Star Game, Miss Davis jotted down certain biographical data about outstanding stars. She told their most important picture roles, and other information, and asked who could identify the star so described.

The . . . (newspaper) today does the same thing. You would recognize the star described above instantly if you could see a photograph. But can you do it from the description?

If you can, clip out the data shown, and send it with the two others to follow to the Bette Davis Star Game Editor of the . . . before . . . (date) when the contest closes.

The ten readers sending in the most accurate replies will each receive two tickets to the . . . theatre.

Second Day

Solve Bette Davis Game and Win Tickets to Strand

How you doin', Film Fans?

Are you playing the Bette Davis Star Game, which began in this newspaper yesterday and getting ready to enjoy seeing your favorite screen star in the role you demanded for her, as guests of this newspaper?

Yesterday the first of four sets of Biographical data about famous film stars was published. The third and last set will appear tomorrow.

All you need do is identify the stars from the information given, and if you are one of the ten . . . (newspaper) readers who sends in the most accurate replies, you'll win two tickets to the . . . Theatre where Bette Davis, the man-handler of "Bordertown" will open in her first starring role in "The Girl From Tenth Avenue" on . . . (date).

Bette Davis invented the game around which this contest is based at a Hollywood party given to celebrate the completion of the picture. Her work in "Of Human Bondage" and in "Bordertown" had created so much favorable comment that thousands of film fans wrote in demanding that she be given a role in which the character she portrayed might have some sympathetic qualities. First National gave her a chance, in a picture that's all her own, and you can see her if you just remember what you know about screen celebrities.

Study the data published above. The contest comes to a close tomorrow, and all replies must be sent to the Bette Davis Star Game Editor of . . . (newspaper) before . . . Here's hoping you win.



GUESS THE STARS

1. Who was the most popular star in the world . . . born in Canada . . . partner of Wallace Beery in "Min and Bill" . . . sold Liberty Bonds during the World War . . . finished great stage career before Hollywood successes.

(MARIE DRESSLER)

2. What blonde star is married to cameraman George Barnes . . . is mother of a year-old baby . . . toured the world many times with her family in vaudeville . . . first film success with James Cagney?

(JOAN BLONDELL)

3. What star of stage and screen was born in Roumania . . . married Gladys Lloyd, actress . . . is father of a two-year-old boy . . . was star of the most talked-about of all gang pictures, "Little Caesar."

(EDWARD G. ROBINSON)

4. What star was originally named Kretch . . . first big picture hit was "The Mouthpiece" . . . expert in all outdoor sports . . . said to resemble John Barrymore . . . stars in "Perry Mason" detective films.

(WARREN WILLIAM)

Third Day



GUESS THE STARS

1. What star was born near Little Rock, Arkansas . . . never saw a street car till he was six . . . organized a jazz band . . . became master of ceremonies in Pittsburgh . . . starred in several musicals with Ruby Keeler?

(DICK POWELL)

2. What star was born in Ireland . . . was a dispatch-runner in the Sinn Fein Rebellion . . . married and divorced beautiful screen star . . . lately seen in picture as victim of plane accident . . . Kay Francis was the girl.

(GEORGE BRENT)

3. What star has the same name as a great composer . . . lives on a ranch with her actor husband . . . is noted for her brilliant dancing . . . was recently on screen with Rudy Vallee . . . is a brunette?

(ANN DORAK)

4. What star was born in small Ohio town . . . ran away at nine to join circus . . . became acrobat . . . ball player . . . musical comedy star . . . has three children . . . was not so long ago in film as a circus clown?

(JOE E. BROWN)

Last Chance for Free Bette Davis StarGameTickets

Third and last call for Bette Davis Star Game players.

Who're the motion picture stars described above?

You should know, and if you saw their photographs you would know. The trick is to use your knowledge of motion picture stars to identify this one from the biographical data published.

When Bette Davis originated the game at a party given to celebrate the completion of her first stellar vehicle "The Girl From Tenth Avenue" in which she will open at the . . . Theatre on . . . she provided her fellow guests with much more difficult tests than those used in this contest.

Be sure to get all three sets, and study them. Then write down the stars they describe and send the answers to the Bette Davis Star Game Editor of the . . . (newspaper) before . . . (date) after which no entries will be received.

Winners will be announced as soon as the judges hand down their decisions, and their names, and the correct answers will be published.

"The Girl From Tenth Avenue" provides Bette Davis with an opportunity to display the dramatic genius for which she is noted, and while entirely different from "Of Human Bondage" and "Bordertown" is a thrilling drama of the fight made by a girl from over the tracks to make a man out of a society derelict.

She wins, through judgment, grit and perseverance, and those film fans who use judgment will win the prizes in the Bette Davis Star Game.

Ten pairs of tickets will be awarded to the ten readers whose answers are most nearly correct.

Stars of Past Five Years Shown In Lobby Display

Plugging the new star angle, here's a lobby idea you may care to use. Displaying star stills, copy reads:

"1930—Leslie Howard became a star in the Hollywood skies.

"1931—James Cagney socked his way to stardom.

"1932—Dick Powell sang his way to stardom.

"1933 — Katherine Hepburn introduced a new type of feminine star to the world.

"1934—Grace Moore brought opera to the screen and stardom to herself.

"1935—A new dramatic actress blossoms forth and millions of fans demand that Bette Davis be starred."

5 Ways To Tell The Bathers

Following are reminders on how to let bathers at the beach and pools know what you're playing.

GALS WITH HERALDS

1. Pretty gals in snappy beach clothes to hand out heralds to sunners.

DUCATS AS PRIZES

2. Free ducats offered as prizes for swimming, diving and boating competition—in return for theatre announcement and poster displays.

SAMPLES TO SUNBURNED

3. Plant a gal in a little booth on beach to give first aid and treat sunburn. Sign reads, "THE GIRL FROM TENTH AVENUE GIVES FIRST AID TO SUNBURN SUFFERERS—FREE." A tie-up could be made with drug company to have looker hand out samples of sunburn cure.

BOAT BALLY

4. Motor or sailboat with amplifying outfit to cruise along shore, announcer spiling on film.

TITLE SNIPES

5. Title cards on sticks to be stuck in sand.

THAT TELESCOPE TEASER



This is how New York's Strand pushed the Ruby Keeler monicker in "Dames." Telescope was made of compo board and when lookers took a squint, they saw still of Keeler and copy on film. We're suggesting this stunt to be used with Bette Davis in same way. Focuses on marquee or 24-sheet board.

Bands Dedicate Tune To Bette

Without special music to work with exhibits have been getting friendly band leaders to dedicate songs to their film—as good a free plug as any. A couple of oakleys ought to get one of the maestros to dedicate the song "Congratulations" to "the new star," Bette Davis, now playing at the Blank in . . . get it?

Blinking Star In Lobby Flash



Let your artist cast his glims over this illustration, and he'll know just how to make a replica of it for the lobby. Blinker light behind display tops it off to give that starry effect.

SHOWMAN'S CORNER

How Bob Momm Nabbed More Newspaper Plugs

Bob Momm writes in from Chillicothe,

Ohio to tell us (and you) about a new plan he's got to nab more publicity from local papers for his Sherman Theatre. He checked on the number of inches paper gave weekly to wrestling matches. He then checked on the number of inches of ads taken for wrestling matches. He compared his results with the number of lines of publicity his theatre got weekly (not much) and the large ads he placed. Bob found he was getting it in the neck and decided to do something about it. So he betook himself up to ye and showed him the statistics he had amassed. To this, he added the argument that only 500 people were interested in wrestling, while thousands went to the movies, which warranted him much more publicity space from the reader interest angle alone.

P.S.—Bob Momm now gets more space in the paper. Do you think you can start a similar campaign to get more space? Local baseball team, basketball, boxing or whatever sport is getting all the attention at the moment can be the reason. Let us know what happens.

—Start the Vitaphone Trailer—

Charakes Gets Blind Variety's Epes To Attend Movies Sargent tells about the grand

good-will builder started by Phil Charakes, head man of Charakes-Warner, Inc., operators of seven theatres in Springfield, Ohio. Phil sends lists of coming attractions to blind persons in his vicinity, indicating pictures they would enjoy because of the predominance of sound action over sight. He also encloses passes, which act as a come-on for many ticket purchases which follow. Stunt is not only a good-will builder with the blind and those interested in them, but nabs a newspaper mention every now and then.

—Check your cooling system—

M & P Showmen Write We hear that a Hollywood Gossip News couple of the smarter boys in

the M & P Circuit, up Boston way, have set themselves up as "Hollywood Correspondents" for their local papers. They write a fast-moving column each day on Hollywood gossip and chatter, and manage to sneak in a line or two on their coming picture. Where do they get the inside dope? From our pressbooks.

—Pull a good stunt lately?—

How To Stage Big Father and Son Night Our spies in the field tell us that many theatres

are planning "Father and Son Nights." In the event that you're thinking of the same thing but don't know how to go about it, here's the "how" on the "Father and Son Night" situation: Boys under 12 are allowed in free on special night, when escorted by their fathers. On the night, award prizes to the boy having the oldest, youngest, most prominent and handsomest fathers. A week or two before the "Night," hand out small cards to all boys attending theatre, advising them of it. Shoot a couple of stories to the papers — and that's how to put on a "Father and Son Night."

GIANT POSTCARD AGAIN?



Giant postcard in lobby isn't a new idea, but it's still a good one. Illustration shows how they should look . . . and this one should be congratulating Bette Davis on being made a star in her latest picture.

Problem-Solving Contest Via Radio

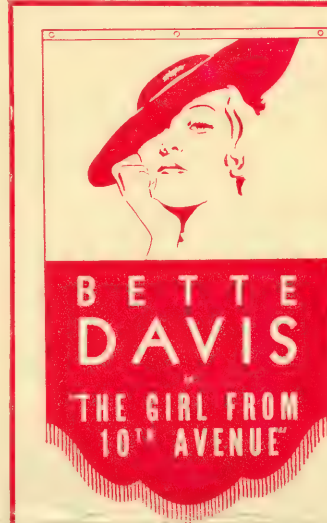
A letter-writing contest via radio might be worked this way—

Announcer spiels: "The girl from 10th Avenue has a problem. Listen to her story—and if you can help her in any way, there will be a free ticket to the . . . Theatre for you. May I present . . . , the girl from 10th Avenue."

Girl's voice is heard saying: "I am the girl from 10th Avenue. I came from humble parents and worked as a shopgirl for many years. Then by a stroke of good luck I married a young blueblood . . . wealthy, charming, and oh, so good looking. I was ecstatically happy. But now a wealthy siren, a girl from his own station in life, is trying to take him away from me. She is using every method, fair and foul, to kill his love for me, and has succeeded in getting his best friend on her side. I can turn to none of my intimate friends for help. I can only appeal to you, the radio public, for suggestions that may be helpful in solving my problem."

Announcer breaks in with: "Won't you help this girl? Just write a short letter of not more than 100 words advising of the best way for the Girl from 10th Avenue to hold her husband. She will appreciate your letters . . . and we will present 10 passes to writers of the ten best letters to the Strand's new feature, "The Girl from 10th Avenue," starring the glamorous Bette Davis.

For Your Banner Display



BURGEE

Distinctively printed on colored duck. Will make a smart addition to your lobby display. Available in two sizes.

20" x 30" 50c
24" x 36" 75c

Order directly from:

ART FLAG, Inc.
449 West 42nd St.
New York City

Still Display of Davis Roles

A display of character stills of past Davis roles in lobby would make an interesting display, doncha think?

For Two More Coop Ads

Since Bette Davis is up with the leaders in fashions, a neat co-op ad might be arranged around line: "WE CATER TO THE GIRL FROM TENTH AVENUE OR ANY AVENUE."

Another angle on the new star idea: "A NEW STAR VALUE SALE."

FREE RADIO SKETCH

Twelve minutes of the dramatic action of the film—plus three minutes for picture plug. If you can use 'em, we'll send enough mimeographed copies for each member of the cast. Just write Campaign Plan Editor, 321 West 44th St., N. Y. C. and you'll get 'em pronto.

POSTER CUT-OUTS

Poster artist kept your cut-out needs in mind for this one. Take a peek at the 6-sheet and see if it wouldn't make a standee. And the 24-sheet would be the chance for that marquee pictorial—after your artist does his stuff.

2-Col. Picture-Poem Puzzle

Puzzle is available 3 7/8" wide. Can be used as a one-day newspaper contest, with you getting another break when answers appear. Prizes can be awarded according to neatness and correctness of translation. Order mat No. 9—20c.

(SOLUTION)

"Ruth Elizabeth" was her name baptismal
Which seemed to her a bit too dismal
And so she chose one, more coquettish,
Using the Balzac lady:
"Bette!"
In acting school she won some tips
And two exclusive scholarships!
Stock, stage, talkies, then she tried
But lagging progress hurt her pride!
Hers seemed a losing fight for fame
Until "Of Human Bondage" came—
In which, as cockney Mildred, she
Earned round-the-world celebrity!
In "Bordertown" she won again
The plaudits of her fellow men!
Now—the fair star comes to you
As a "Party-Girl" of 10th Avenue!!



Many papers use this as a feature listing solution on another page and eliminating the contest element altogether.

Bette Davis Cake For Lobby Display and Contest Flash

Any baker who'd make a big congratulatory cake to Bette Davis, would be in for publicity in return, 'cause then you'd display it in lobby with card acknowledging baker. Contest idea could be incorporated too, by having lobby-lookers guess weight of cake . . . with closest guesser taking the cake.

Two Radio Spot Announcements

If you're going after the star angle, following radio announcements are designed to get it over—in novel fashion.

100 WORD PLUG

(Immediately after weather announcement, announcer follows with) A new star has just been discovered. Tomorrow evening at 8:30 look at the sky for this bright new star. For the best view we advise you to be in the vicinity of the Strand Theatre. You've a great treat awaiting you, because as you've no doubt suspected . . . Bette Davis has been made a star. Her marvelous work in "Of Human Bondage" and "Bordertown" inspired thousands of fans to write to Warner Bros. Studios demanding that she be starred. Her first big picture, which we know you're going to see, is "The Girl from 10th Avenue," which has its premiere tomorrow evening at the Strand.

50 WORD PLUG

You demanded that Bette Davis be starred—because of her marvelous dramatic portrayals in "Of Human Bondage" and "Bordertown." Well, Warner Bros., the famous producers, have answered your request. Tomorrow evening her first big production, "The Girl from 10th Avenue," will be on view at the . . . Theatre. Miss Davis is supported by an all-star cast in a drama you can't afford to miss.

ACCESSORIES



24-SHEET



INSERT CARD



1-SHEET, WINDOW CARD,
MIDGET WINDOW CARD

PRICES

1-SHEETS

1 to 49.....	15c each
50 to 99.....	13c each
100 and over.....	11c each

3-SHEETS

1 to 24.....	40c each
25 and over.....	36c each

6-SHEETS

1 to 9.....	76c each
10 to 19.....	70c each
20 and over.....	65c each

24-SHEETS

Up to 24.....	\$2.00 each
25 and over.....	1.75 each

WINDOW CARDS

1 to 49.....	7c each
50 to 99.....	6c each
100 and over.....	5½c each

INSERT CARDS

1 to 24.....	25c each
25 to 49.....	22c each
50 to 99.....	20c each
100 and over.....	18c each

HERALDS

1M to 4M.....	\$3.00 per M
5M and over.....	2.75 per M

LOBBY DISPLAYS

11 x 14 Photos.....	75c a set (8 in set—colored)
22 x 28 Photos.....	80c a set (2 in set—colored)
Slides	15c each
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6-SHEET



SLIDE

**It's EVEN BIGGER
than we counted on
so we're giving you
MORE ADS for . . .**

Bette Davis
IN
"THE GIRL FROM 10TH AVENUE"

When we planned the press book campaign for this show, we ran into one of those rare cases when we had only the script and the advance raves--of which there were plenty--to judge its bigness. But now we've seen the picture and we will stake our reputation as producers of 'Black Fury', 'G Men' and 'Go Into Your Dance' on its success!

To be sure that we've cashed in on every one of the film's angles we're furnishing these additional ads, written with a more sympathetic appeal for the character which Bette portrays so magnificently. They provide what is possibly a still stronger woman-interest.

SPECIAL AD NO. 1

See other side for more



T H E A T R E

**..Maybe She
Ain't No Lady
..But Man-Oh,
Man-What A
Woman She Is!**

How you'll cheer her, this man-tamer from "Bordertown", as she gets hers—and takes it without a squawk!

How you'll love her as she fights with her back to the wall, lashing back at society's scented sirens as they try to grab the man she wants!

It's the great big star part you hoped she'd get some day—and the little girl knocks it over like Bernhardt!

BETTE DAVIS
"The Girl From 10th Avenue"

A First National Picture with

IAN HUNTER • COLIN CLIVE • ALISON SKIPWORTH

MOTION PICTURE DAILY

is First with the News!

"The Girl from 10th Avenue"

Presented with all the necessary ingredients for good entertainment, Director Alfred E. Green made the most of his opportunity here and has turned out a stirring, a gripping and a finished product.

Undoubtedly, the film's entertainment values are greatly enhanced by the character portrayals of the cast, particularly on the part of Bette Davis and Ian Hunter.

Miss Davis, as a girl from New York's 10th Ave., meets Hunter as he has been jilted by Katherine Alexander. She saves him from drinking himself to death and the two marry. They both find a modicum of happiness in an arrangement whereby Miss Davis is Hunter's wife in name only, until he begins to see his old social register friends again. In the meantime Miss Alexander, who had married Colin Clive, fails to make a go of married life and tries to regain Hunter. In a smashing climax the entangled threads of the various complications are straightened out, Hunter and Miss Davis realize their mutual love and all ends well.

Besides Miss Davis and Hunter, Clive, Miss Alexander, Alison Skipworth and Phillip Reed handle their roles perfectly. The camera work of James Van Trees is excellent.

Women everywhere should go for this picture and its appeal should be almost as great to men. Exhibitors should have no trouble with this one.

No time now to wait for other preview reports. Watch for them and remember them when planning your enlargements for that 'Big Show Is Coming' lobby display!

T H E A T R E



274 Lines
Mat No. 202—20c

BETTE GETS HERS— And Takes It Like You Knew She Would...With Her Chin Up!

The female fury of "Bordertown" and "Of Human Bondage" is fighting again—not to steal some other woman's man this time—but to hold her own against society's man-snatching sirens!

BETTE DAVIS

in the big part you knew she'd get some day—

"The Girl From 10th Avenue"

A First National Picture

**With IAN HUNTER • COLIN
CLIVE • ALISON SKIPWORTH**

**Believe It Or Not
A MAN'S GOT BETTE DRIPPING
TEARS IN HER CHAMPAGNE!**



**. . . . The man-wrecker of
"Bordertown" and "Of Human
Bondage" lets down her hair
. . . . and shows us she's a
woman with a heart to break!**

What a break for the kid—with the big role
and the big story you knew she'd get some day!

Bette DAVIS

The Girl From 10th Avenue

A First National Picture with
IAN HUNTER • COLIN CLIVE • ALISON SKIPWORTH

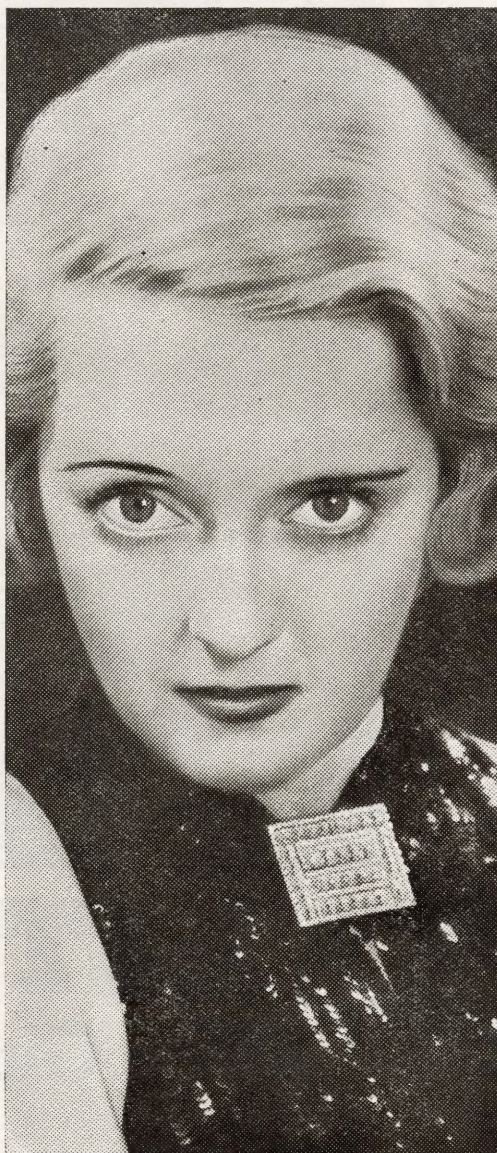
T H E A T R E

230 Lines

Mat No. 201—20c

294 Lines

Mat No. 302—30c



**At last—BETTE SHOWS
US SHE'S A GIRL WITH
TEARS TO SHED AND
A HEART TO BREAK!**

She's just been waiting for the right man
to come along to make a sap of herself
—and does she do it with a vengeance!

You know what a wallop the little girl
packs . . . Well, this time she levels it at
your heart and lets go with all she's got!

BETTE DAVIS

"The Girl From 10th Avenue"

A First National Picture with
IAN HUNTER • COLIN CLIVE
ALISON SKIPWORTH

T H E A T R E

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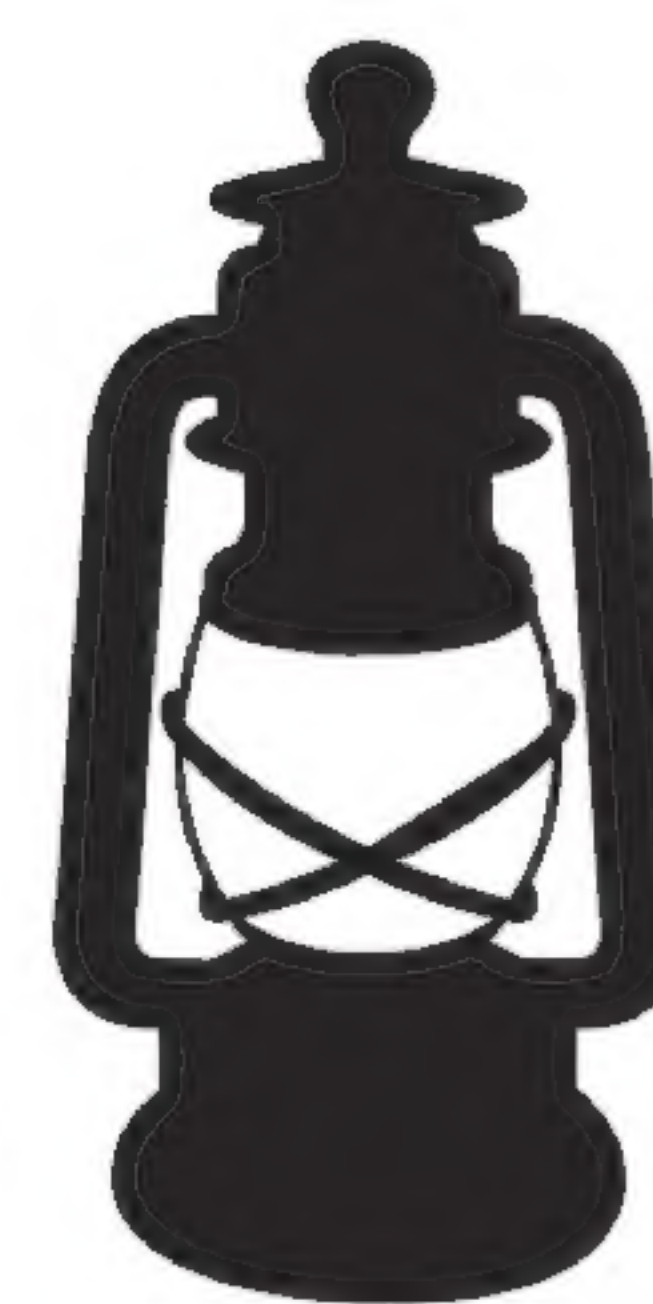


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